Gamification of Online Idea Competitions: Insights from an Explorative Case

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Abstract: The implementation of game mechanics (like points or leadersboards) in a serious context is called “gamification”. In this explorative analysis of a single case participants of an online idea competition were asked about their motives for participation, flow, enjoyment, task involvement and their perception of game mechanics with respect to flow, enjoyment and task involvement. The results indicate that game mechanics may be a solution to address the main challenges of online idea competitions. However, the analyzed case illustrates also that if game mechanics are applied inadequately and unsophisticatedly they are not able to unfold their potential.